



A Partnership of the U.S. Department of Energy
and the Alliance to Save Energy

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Energy Department and Alliance to Save Energy Team to Help Consumers Save Energy and Money

WASHINGTON, DC – The U.S. Department of Energy (DOE) and the Alliance to Save Energy (Alliance) today announced a year-long *Powerful Savings* public education and awareness campaign designed to provide consumers with the information and tools necessary to make smart energy choices a part of their daily lives.

"This new effort will be a coordinated campaign to help consumers make smart energy choices," David K. Garman, Assistant Secretary of Energy for Energy Efficiency and Renewable Energy, said. "Energy efficient improvements and tips are easy ways for Americans to save energy and money in their homes and in their cars, which supports our economy and protects our energy security."

"Energy efficiency is the quickest, cheapest, cleanest way to extend our nation's tight energy supplies and decrease pollution simultaneously," said Alliance President Kateri Callahan. "The lingering memory of last August's blackout, rising temperatures that will strain the electricity grid, and the start of the summer driving season with record-high pump prices, make this energy-efficiency campaign not only timely but also imperative."

For more than a quarter of a century, the Alliance has established an excellent track record of creating and implementing programs that bring energy efficiency into homes, schools, businesses and federal office buildings. The nonprofit organization is comprised of business, government, environmental and consumer leaders focused on improving the efficiency of energy use worldwide. To accomplish its mission, the Alliance often develops strategic partnerships.

This new partnership with the Alliance continues Secretary of Energy Spencer Abraham's "smart energy" campaign launched last summer.

The partnership between DOE and the Alliance will focus on increasing public awareness on the importance of energy efficiency and smart energy practices both at home and on the road through an extensive media outreach campaign. It will include broadly disseminated video, audio and print news releases, op-ed pieces and satellite media tours. The Alliance and DOE leaders and spokespersons will reinforce the message in their public appearances around the country.



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U.S. Department of Energy

Both DOE and the Alliance offer free consumer booklets with helpful ways to reduce home energy bills that are important elements of the campaign:

- DOE's *Energy Savers: Tips on Saving Energy & Money at Home* is available in both English and Spanish by calling 1-877/337-3463 or at www.energysavers.gov.
- The Alliance's *Power\$mart: Easy Tips to Save Money and the Planet* can be ordered by calling 1-888/878-3256. An animated version can be previewed at www.ase.org/powersmart/index.html where customization details can be found.

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